

CONTRACT



WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

SHORR JOHNSON MAGNUS
1831 CHEST NUT STREET
PHILADELPHIA, PA 19103

<u>Contract / Revision</u>		<u>Alt Order #</u>
340732 /		
<u>Product</u>		
<u>Political</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/09/12 - 10/15/12		
<u>Advertiser</u>		<u>Original Date / Revision</u>
BOB CASEY FOR SENATE		10/08/12 / 10/08/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WCAU	Aaron Zeligson	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>
06431		28711

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/		Type	Spots	Amount
								Week	Rate			
N 1	WCAU	10/09/12	10/12/12	7A-9A TODAY SHOW CDR	7A-9A M-F	- TWTF--	:30	12	\$950.00	NM	12	\$11,400.00
N 2	WCAU	10/09/12	10/12/12	6A-7A M-F LUR	6A-7A M-F	- TWTF--	:30	8	\$600.00	NM	8	\$4,800.00
N 3	WCAU	10/09/12	10/09/12	8-9P TU THE VOICE-RESUL8P-9P LUR		- T-----	:30	1	\$3,000.00	NM	1	\$3,000.00
N 4	WCAU	10/10/12	10/10/12	9-10P LAW & ORDER: SVU 9P-10P LUR		-- W----	:30	1	\$4,000.00	NM	1	\$4,000.00
N 5	WCAU	10/09/12	10/12/12	TONIGHT SHOW W/JAY LEI1135P-107A LUR		- TWTF--	:30	4	\$575.00	NM	4	\$2,300.00
N 6	WCAU	10/13/12	10/13/12	7A-9A SATURDAY CDR	7A-9A SA	-----S-	:30	1	\$650.00	NM	1	\$650.00
N 7	WCAU	10/14/12	10/14/12	1135P-1205A SU FINAL CDR	1135P-1205A SUN-----S	:30	1	\$1,100.00	NM	1	\$1,100.00	
N 8	WCAU	10/09/12	10/12/12	3P-4P M-F ELLEN CDR	3P-4P M-F	- TWTF--	:30	4	\$575.00	NM	4	\$2,300.00
N 9	WCAU	10/09/12	10/12/12	4P-5P NBC10 NEWS LUR	4-5P M-F	- TWTF--	:30	4	\$400.00	NM	4	\$1,600.00
N 10	WCAU	10/09/12	10/12/12	5-6P NBC10 NEWS @ 5 M-15-6P M-F LUR		- TWTF--	:30	4	\$500.00	NM	4	\$2,000.00
N 11	WCAU	10/09/12	10/12/12	6P-630P NBC10 NEWS CDR	6P-630P M-F	- TWTF--	:30	4	\$800.00	NM	4	\$3,200.00
N 12	WCAU	10/13/12	10/13/12	6P-630P NEWS SAT CDR	6P-630P	-----S-	:30	1	\$750.00	NM	1	\$750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 340732 /	Alt Order #	
Contract Dates 10/09/12 - 10/15/12	Product Political	Estimate #
Advertiser BOB CASEY FOR SENAT	Original Date / Revision 10/08/12 / 10/08/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type Spots	Amount		
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Spots/ Week	Rate	Type			
	1	WCAU	10/13/12-10/13/12	6P-630P NEWS SAT See MG 12.2 PREEMPT-PROGRAM CHANGE	6P-630P	-----Sa--	:30		\$750.00	NM			
	2	WCAU	10/14/12-10/14/12	6P-630P SU NEWS AT 6P M MG for 12.1 10/13	6P-630P SU	-----Su	:30		\$750.00	NM			
N	13	WCAU	10/09/12	10/12/12	7P-730P M-F CDR	7P-730P M-F	-TWTF--	:30	4	\$950.00	NM	4	\$3,800.00
N	14	WCAU	10/09/12	10/12/12	730P-8P M-F LUR	730P-8P M-F	-TWTF--	:30	4	\$850.00	NM	4	\$3,400.00
N	15	WCAU	10/09/12	10/12/12	11-1135P M-F LATE NEWS CDR	11P-1135P	-TWTF--	:30	5	\$2,200.00	NM	5	\$11,000.00
N	16	WCAU	10/13/12	10/13/12	7-8P SAT ACCES/FOODIES 7-8P CDR	-----S-	:30	1	\$475.00	NM	1	\$475.00	
N	17	WCAU	10/15/12	10/15/12	10-11P REVOLUTION LUR	10P-11P	M-----	:30	1	\$3,500.00	NM	1	\$3,500.00
N	18	WCAU	10/15/12	10/15/12	6A-7A M-F CDR	6A-7A M-F	M-----	:30	2	\$850.00	NM	2	\$1,700.00
N	19	WCAU	10/15/12	10/15/12	7A-9A TODAY SHOW CDR	7A-9A M-F	M-----	:30	3	\$950.00	NM	3	\$2,850.00
N	20	WCAU	10/15/12	10/15/12	7P-730P M-F CDR	7P-730P M-F	M-----	:30	1	\$1,150.00	NM	1	\$1,150.00
N	21	WCAU	10/15/12	10/15/12	730P-8P M-F CDR	730P-8P M-F	M-----	:30	1	\$1,150.00	NM	1	\$1,150.00
N	22	WCAU	10/15/12	10/15/12	3P-4P M-F ELLEN CDR	3P-4P M-F	M-----	:30	1	\$575.00	NM	1	\$575.00
N	23	WCAU	10/15/12	10/15/12	4P-5P NBC10 NEWS CDR	4-5P M-F	M-----	:30	1	\$600.00	NM	1	\$600.00
N	24	WCAU	10/15/12	10/15/12	5-6P NBC10 NEWS @ 5 CDR	M-15-6P M-F	M-----	:30	1	\$750.00	NM	1	\$750.00
N	25	WCAU	10/15/12	10/15/12	6P-630P NBC10 NEWS CDR	6P-630P M-F	M-----	:30	1	\$950.00	NM	1	\$950.00
N	26	WCAU	10/15/12	10/15/12	11-1135P M-F LATE NEWS CDR	11P-1135P	M-----	:30	1	\$2,400.00	NM	1	\$2,400.00
N	27	WCAU	10/15/12	10/15/12	TONIGHT SHOW W/JAY LEM1135P-107A CDR	M-----	:30	1	\$700.00	NM	1	\$700.00	
Totals											73	\$72,100.00	

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FOR NBC/TELECONTRACTS:

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Contract Dates 10/09/12 - 10/15/12	Product Political	Estimate #
Advertiser BOB CASEY FOR SENAT		Original Date / Revision 10/08/12 / 10/08/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	73	\$72,100.00	\$61,285.00
Totals	73	\$72,100.00	\$61,285.00

Signature: _____ **Date:** _____

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